

Abstract

Title: Nike Brand Equity Marketing Research

Objectives: Using marketing research to find out about Nike brand equity through perception of individual product attributes by their current or potential customers. Within the thesis, these customers are members of generation Y currently living in Prague.

Methods: Quantitative research – electronic questioning.

Results: In terms of product, to Prague generation Y Nike currently represents the most famous and the most used sports brand. The reason is its (product) above-average quality, design, and also its great availability. Results' objectivity is embodied by the fact that the total majority of this generation chose itself as typical Nike product user.

Keywords: Brand, Nike, brand equity, brand as product, generation Y.